

Robin Verkade

Co founder, Hotel Vall Amagada del Molí Llémna Valley, Garrotxa, Catalunya



Robin Verkade is the co-founder of Hotel Vall Amagada del Molí, bringing a deep well of operational expertise and a passion for heartfelt hospitality to the Llémna Valley. Working alongside her partner, Karel den Ouden, Robin is instrumental in shaping the hotel's identity as a tranquil and generous rural hotel. Her leadership is defined by a focus on calm efficiency, clear communication, and the thoughtful details that transform a stay into a cherished experience.

Having worked in hospitality since the age of 14, Robin has built a career defined by practical skill and strategic insight. Her journey began with foundational guest-facing roles as a Reservations Agent and Receptionist, which instilled in her a profound appreciation for the guest experience. This was further honed during a Business Development internship with **Not For Sale**, where she focused on process improvements to elevate guest satisfaction. Robin quickly advanced into strategic roles, serving as a **Cluster Revenue Manager** for WestCord and Xcentric Hotels, where she was responsible for developing and implementing sophisticated pricing and revenue optimization strategies. She then expanded her expertise into the digital realm as a **Data & Distribution Specialist** at Valk Internet B.V., handling the digital marketing strategy for a portfolio of over 70 hotels.

Most recently, Robin served as a **Multi-Property Hotel Manager for Hotel Jansen** in Amsterdam, a demanding role where she oversaw two bustling properties with a combined total of over 350+ rooms and a team of more than 40 employees. In this

capacity, she managed all daily operations, guest relations, and team development, ensuring a seamless, high-quality experience across both locations. Alongside her management career, Robin channeled her entrepreneurial passion into founding **RV Weddings & Events**, a boutique studio where she designed and coordinated bespoke events, from intimate vows to large-scale corporate celebrations.

At Hotel Vall Amagada del Molí, Robin is the heart of the hotel's daily operations. She meticulously shapes the rhythm of each day, from morning to night, overseeing breakfast and dinner service, staffing and training, and daily quality checks. She leads the planning for all weddings and events with a simple and personal approach that allows guests to focus on the moment. Robin also guides the hotel's marketing, online booking integration, and relationships with local partners, ensuring the hotel remains deeply and authentically connected to the valley community. As she puts it, "Service should feel natural and warm. We want guests to slow down, breathe the valley air, and feel fully looked after from the first coffee to the last toast of the evening."

Key Experience & Highlights

- **Multi-Property Hotel Management:** Proven leadership in overseeing large-scale operations, including managing two Amsterdam hotels with over 300 rooms and a team of 40+ employees.
- **Revenue & Digital Strategy:** Extensive background in revenue optimization and digital marketing, having managed pricing strategies for multiple hotels and digital marketing for a portfolio of over 70 properties.
- **Event Management & Entrepreneurship:** Founder of RV Weddings & Events, with a strong track record of designing and coordinating a wide range of private and corporate celebrations.
- **Comprehensive Hospitality Expertise:** A balanced and practical skill set spanning operations management, event planning, revenue optimization, and digital strategy, built upon hands-on experience in the industry since age 14.
- **Guest-Centric Vision:** A deep commitment to creating a calm, generous, and highly personalized guest experience, ensuring a tranquil retreat with the highest standards of hospitality and attention to detail.